



Annual Privilege License Report For FY 2015 Diamondhead, Mississippi

The governing body of each municipality shall levy, assess and collect all taxes upon the privilege of doing business as specified in chapter 27-17, Mississippi Code 1972, annotated. The duty of the governing board of each municipality to levy, assess and collect taxes as required by Section 27-17-5 (2) shall be mandatory.

- ❖ In August 2014, 249 Diamondhead businesses were mailed a 2015 Privilege License renewal reminder. An estimated 230 renewals were mailed for 2014. In efforts to capture all Diamondhead businesses, seventeen additional businesses were identified through the City's Sales Tax Diversion list. Nine reminders were returned for insufficient addresses.
- ❖ Six businesses have closed since the 2014 Privilege License billing.
- ❖ As of 9/29/14, 69 businesses renewed and paid their 2014/2015 license leaving 171 outstanding. The following is a summary of licenses received to date:

<u>Business Type</u>	<u>Number</u>	<u>Amount</u>
Retail	14	\$ 330.00
Service	55	<u>1,327.00</u>
Total		\$1,657.00

- ❖ A second 2015 Privilege License reminder was mailed for those businesses that have not made payment.

Agenda Item **# 2014- 3188**

City of Diamondhead, MS
Request for Council Action

TO: Honorable Mayor and Members of Council
FROM: City Manager

☐ Ordinance ☐ Resolution ☐ Agreement/Contract ☐ Info Only ☐ Work Session Only

AGENDA LOCATION: ☐ Consent Agenda ☒ Regular Agenda

FORMAL AGENDA DATE REQUESTED: October 8, 2014

ORDINANCE/RESOLUTION CAPTIONS or ISSUE:

Almost all cities have a "brand" name. Examples are: BSL-A Place Apart; Waveland-The Hospitality City; Gauthier—Nature's Playground; Pascagoula—Mississippi's Flagship City

SUMMARY BACKGROUND:

About 10 years a group of residents, led by a rep from MS Power, when through a process trying to devise a "brand" for DH. At that time Hancock County was developing a plan to advertise the entire county, with specific subtitles for the various communities. Due to Katrina there was no final proposal. However, the proposal for DH was "Visit-Play-Stay." Maybe we implement this "brand" for DH

IMPACT IF DENIED: No brand name

IMPACT IF APPROVED: Brand name could be used to advertise Diamondhead

FINANCIAL IMPACT: Little, if any.

REQUIRED SIGNATURES

REQUESTED BY:

Ernie Knobloch

City Manager:

City Attorney:

COUNCIL ACTION:

☐ Approved ☐ Denied ☐ Tabled/Deferred ☐ Info Only **Completed:**